

# EXAMPLES OF COMPLETED EMAILS

## Email PLR for Young Adult Authors

Email 1 (for users with lead magnet opt-in)

**Subject Line:** Open to get your Favorite Quotes Bookmarks

Hi Susan,

Kit here from [AllForCharity](#) website.

I'm delighted with your interest in my book, *All for Charity*. While it won't be available to purchase until May 15th, I'm eager to share some exciting behind the scenes info and insights with you.

First though, here's where to download the fun set of *Favorite Quotes* bookmarks I promised you. [Click here](#)

The bookmarks are designed to print three to a standard letter-size page. I like to print them out on pretty stationery paper, then laminate the whole sheet before cutting to create three separate bookmarks. You can see an example [here](#).

In the meantime, I'd really love to know more about you and your interests. Are you a long-time fan of young adult novels? Do you have a favorite author or a favorite book you've read?

Hit REPLY and let me know. I'd love a suggestion from you on what to read next. My own "To Read" list could use some new titles to explore.

Thanks again for your interest in my upcoming book! Watch for another email from me tomorrow.

Kit

P.S. Do you know someone who is also interested in novels for young adults? Share this link with them: <https://kitvines.com>

## Email 2 (for users with lead magnet opt-in)

**Subject Line:** The hardest part of growing up is . . .

Hi Susan,

Kit here again from AllForCharity website.

I'm not sure who said this first:

The hardest part of growing up is realizing your parents are growing older.

When I came across that quote the other day, it stopped me in my tracks. Looking back, I don't ever remember consciously thinking of them as aging. Grandparents, maybe. But certainly not my parents in the way I was eager to advance my age day by day, even wishing sometimes to leap ahead a few years if that was possible.

Sure, we celebrated Mom's and Dad's birthdays and milestones just as they did for me and my siblings. But those celebrations never seemed passing-of-time related like ours did.

That surprises me now as the publication date for my new book, *All for Charity* is getting closer. Though the book is not autobiographical, there's more reality in the storyline than what I've been willing to admit to myself.

Charity Blooms (my 14-year-old main character) is a determined wallflower struggling to fend off her social butterfly mom's attempts to sophisticate her. Part of Charity's journey *is* all about observing the timelessness of those around her, as well as their fears of growing older.

What do you think was the hardest part of growing up? Does it also hinge on time?

For an interesting article on this topic, I recommend an article by Baishali Goswami published on *Medium* on February 26, 2020. [You can read it here.](#)

Until next time, when I share the most embarrassing thing I ever did in high school.

Kit

P.S. Did you download your bookmarks yet? Click [here](#) to get them. Or share this email with friends so they can get their own copy.

## Email 1 (for users without lead magnet opt-in)

**Subject Line:** So excited to share this journey with you

Hi Susan,

Kit here from [AllForCharity](#) website.

I'm delighted with your interest in my book, *All for Charity*. While it won't be available to purchase until May 15th, I'm eager to share some exciting behind the scenes insights and info with you.

In the meantime, I'd really love to know more about you and your interests. Are you a long-time fan of young adult novels? Do you have a favorite author or a favorite book you've read?

Hit REPLY and let me know. I'd love a suggestion from you on what to read next. My own "To Read" list could use some new titles to explore.

Thanks again for your interest in my upcoming book! Watch for another email from me next week.

Kit

P.S. Do you know someone who is also interested in books for young adults? Share this email with them and I'll be sure to keep them updated on the release of the book.

Email 2 (for users without lead magnet opt-in)

**Subject Line:** The hardest part of growing up is . . .

Hi Susan,

Kit here again from [AllForCharity](#) website.

I'm not sure who said this first:

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When I came across that quote the other day it stopped me in my tracks. Looking back, I don't ever remember consciously thinking of them as aging. Grandparents, maybe. But certainly not my parents in the way I was eager to advance my age day by day, even wishing sometimes to leap ahead a few years if that was possible.

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Until next time when I share the most embarrassing thing I ever did in high school.

Kit

From here forward, these emails work whether or not you have offered a lead magnet.

### Email 3

**Subject Line:** Well, that was embarrassing

Hi Susan,

Kit here, author of the soon-to-be published book, *All for Charity*.

I can hardly believe how close we are to publication now! I swear the anticipation is worse than waiting for the birth of my first child.

In my next email I'll share some early reader comments about my manuscript that are just starting to come in. I've been on pins and needles worrying that no one will like it. Fingers crossed!

But before I sign off on this email, I promised to tell you about the most embarrassing thing I ever did in high school. *Cringe* . . .

I set off the fire alarm, which automatically triggered a four-alarm response by multiple Detroit law and fire enforcement department units.

There I said it. Yes, it was me. No, I didn't do it on purpose.

For some reason I'm proud that I (the ultimate goody-two-shoes growing up) didn't rat out the kid who was running down the crowded hall, who bumped into someone else, who then ricocheted into me, which caused my head to slam into the fire alarm hard enough to set it off.

*Cue the alarm bells and the wailing sirens.*

I had hoped by now that day would have retreated to the far recesses of my memory. But nope! To this day I can't pass by a hydrant along the road, let alone a fire alarm unit in a building, without that calamity rushing to my dang brain. Ugh! It still makes me cringe. Goody-two-shoes students are not wired to sit in detention.

I'm proud, too, that I finally grew out of my goody-two-shoes persona. It took till my late 20s but that's another story. 😊

Look for my next email coming soon.

Until then, be kind to your younger self,

Kit

P.S. Would you like an early release copy of my book? Hit reply and let me know if you'd like a PDF draft copy. You need to be willing to provide me with an honest review.

## Email 4

**Subject Line:** They like it. They really like it!

Hi Susan,

Kit here, author of *All for Charity*. It's official. We're launching in 2 weeks!

Whoa! That takes my breath away a bit just to admit it out loud. <whew>

I've taken time to go over some early reader reviews. I'm getting both more nervous and giddier each day.

### **What people are saying about my new book:**

"I only had the first 3 sample chapters you sent to read and now I can hardly wait to read the rest. I didn't expect to laugh or come close to tears so much. It brought up so many memories of my own high school days. Guess we don't ever forget." - Charlene B.

"Okay, so I hadn't intended to read your book. But I found my wife's copy sitting on the nightstand, picked it up, and . . . well, I didn't put it down until the end. *All for Charity* was totally not what I was expecting. You captured the nuances of high school from several perspectives. I'm embarrassed to admit, but the high school aged me could have totally been that inconsiderate jerk Charity had to deal with. I'm hoping my son reads this book." - David D.

### ***They like it. They really like it!***

That makes me think of the famous Life cereal commercial that first aired in 1974. Do you remember it?



If you want to Indulge in a bit more nostalgia you can watch the whole commercial with Mikey and his two real-life brothers [here](#).

I'm sending BIG news next time!

Until then, be kind to your younger self,

Kit

P.S. Want to read a sample chapter of *All for Charity*? Get your free chapter [here](#).

## Email 5

**Subject Line:** I'm so excited!

Hi Susan,

Kit here with an exciting announcement! Cue the [Pointer Sisters singing](#). 😊

My new book, *All for Charity*, is now available for pre-order. Woohoo!

Can I just say I truly couldn't have done it without you! Honestly. Knowing there are real people like you interested in my book helped keep me going when the going got tough.

And boy, there were plenty of tough spots. Just getting the book finished from beginning to end was a much harder journey than I ever imagined. Then there's the rewriting, editing, formatting. There are so many parts to getting a book published with so many pitfalls and holes to trip into along the way.

But knowing you were waiting to see (and judge? Yikes!) the final product kept me plugging away. The wonderful words of early reviews bolstered my spirits when I was struggling the most. You can read some of them in [this blog post](#).

All the hard work has been worth it. I'm so happy to announce that you can preorder your copy of *All for Charity* [here](#).

Be sure to let me know what you think. Coming up next is the official launch party! 🥳

Don't forget. You can pre-order your copy [here](#).

Until then, be kind to your younger self,

Kit

P.S. Watch for the launch party details. I'm giving away some cool gifts!





## Email 6

**Subject Line:** You're invited to my launch party!

Hi Susan,

Kit here. Grab your party hat because you're invited to my online launch party for my new book, *All for Charity!* 🎉

It's happening May 15th when I host a live meeting from 4-6pm. Register [here](#) to join me live in my Zoom room. Local friends and family will also be on hand to help celebrate and keep things lively.

I'll be simulcasting on both my [Facebook](#) and [YouTube](#) channels, too. You'll find all the details and links on my page [here](#).

### ***Gifts . . . and Treats!***

While the party will be BYOB at your location 😊, I'm giving away autographed copies of the printed version of my new book to 3 lucky random draw winners on May 31. Plus, there's a variety of fun swag treats to win.

All you need to do to enter is do at least one of these things:

1. Show up to the live launch party on May 15th. Get all the details [here](#).
2. Write a review of my book. You can share it directly on Amazon or email me a copy at [kitl@kitvines.com](mailto:kitl@kitvines.com)
3. Buy a copy of my book. Kindle or paperback, then email me your receipt by midnight May 30th eastern time zone.

Do two of those things . . . and get double the chances in the random draw. Do all three and you'll get your name entered a whopping five times!

Got questions? Hit REPLY and I'll do my best to answer them.

Until then, be kind to your younger self,

Kit

P.S. Invite your friends to the party by sharing this [link](#). Books are available for [purchase here](#).

## Email 7

**Subject Line:** It's live! Did you get your copy yet?

Hi Susan,

Kit here, author of *All for Charity*. Can you believe it? The online launch party is still rocking along. So is the virtual book tour train. Get on board for free [here](#).

There's still time to get into the May 31st drawing for your chance to win an autographed copy or one of the other special grab bag gifts and treats. But you need to hurry. Deadline to enter is midnight May 30<sup>th</sup>, eastern time zone.

Important links:

- [Launch party details and how to enter the drawing](#)
- [Where to buy a copy of \*All for Charity\*](#)
- [Download a free sample copy of my book, read reviews, or write me one](#)

Until then, be kind to your younger self,

Kit

P.S. And don't forget you can invite your friends to the party by sharing this [link](#).

## Email 8

**Subject Line:** A big thank you 😊 . . . and may I ask a favor?

Hi Susan,

Mabel here. Whew! What an exhilarating rush the last few weeks have been.

My new book, *All for Charity*, is an honest-to-goodness published book now.

For a while there, I worried I wouldn't reach the finish line. Some days it was as if some invisible hand reached down to move the publishing date further and further away, and no matter how fast I scrambled, it seemed impossible to cross with joy and jubilation.

But cross it we did . . . you and I . . . because what good is a published book without readers?



The excitement of launching is still palpable. Frankly, I hope it never goes away.

Thank you from the bottom of my heart for buying a copy, whether it was for yourself, a family member, or a friend. And if you didn't buy a copy, thank you just the same for your interest and being a valued subscriber.

### ***May I ask a favor?***

If you haven't yet, please consider writing an honest review of my book over on [Amazon](#). Let others know what you thought of it. If there was something especially useful, that would be great to share, too. You don't have to write a long review, even a sentence is fine.

The process over on Amazon is pretty simple. If you're not sure what to do, I've got a handy how-to sheet with step-by-step instructions. [Download it here, no opt-in required](#).

Thanks again from the bottom of my heart. ❤️

Until later, be kind to your younger self,

Kit

P.S. Want more goodies? Head over to my website, [kitvines.com](#), and see what else there is to explore. Or hit Reply and share what's on your mind.